

APPENDIX C TO DIR CONTRACT NO. DIR-TSO-2593
TRADEMARK MEDIA CORP.
PRICING INDEX

SERVICE Description	Part / Service Number	DIR Customer Discount % from MSRP
WEBSITE DESIGN/DEVELOPMENT		
Standard Website Package + CMS	WebStandard	32.00%
Advanced Website Package + CMS	WebAdvanced	32.00%
Ultimate Website Package + CMS	WebUltimate	32.00%
Strategy Consulting (hourly)	Strategy	32.00%
Usability/UX Consulting (hourly)	Usability/UX	32.00%
General Technical/Professional Development (hourly)	General	32.00%
SERVICE Description	Part/Service Number	DIR Customer Discount % from MSRP
WEBSITE HOSTING		
Standard Business Package (yearly)	StandardHosting	32.00%
Advanced Business Package (yearly)	AdvancedHosting	32.00%
Ultimate Business Package (yearly)	UltimateHosting	32.00%
SERVICE Description	Part/Service Number	DIR Customer Discount % from MSRP
BUSINESS TOOLS		
General Technical/Professional Services/Development (hourly)	General	32.00%
SERVICE Description	Part/Service Number	DIR Customer Discount % from MSRP
ACCESSIBILITY		
General Technical/Professional Support/Development (hourly)	General	32.00%
SERVICE Description	Part/Service Number	DIR Customer Discount % from MSRP
WEB CONTENT MANAGEMENT		
CMS Integration (hourly)	CMSIntegrate	32.00%

SERVICE Description	Part/Service Number	DIR Customer Discount % from MSRP
MAINTENANCE, TRAINING AND SUPPORT		
General Professional/Technical Support/Development (hourly)	General	32.00%
SERVICE Description	Part/Service Number	DIR Customer Discount % from MSRP
Category 9. TURNKEY SOLUTION		
See Website Design/Development items	N/A	N/A
SERVICE Description	Part/Service Number	DIR Customer Discount % from MSRP
OPTIONAL SERVICES		
Responsive Web Development (hourly)	General	32.00%
Search Engine Optimization and Search Engine Marketing (hourly)	General	32.00%
Multi-media production including videography and photography (hourly)	General	32.00%
Data migration and content integration (hourly)	General	32.00%
E-Commerce (hourly)	General	32.00%
Analytics and analytics consulting (hourly)	General	32.00%
SSL certificate registration and management (yearly)	SSL	32.00%
Domain registration and management (per request, does not include registration pass-through cost)	Domain	32.00%